What is claimed:

1. A system for data collection, evaluation, information generation, and/or presentation comprising:

5   a data capture server capable of receiving data from a data source;

one or more databases for receiving data from the data capture server;

a plurality of processing modules in communication with each other and/or the one or more databases, each processing module performing a predefined operation on data stored in a database or received from

10   a processing module, at least two processing modules being selected from the group consisting of: a statistical analysis processing module; a data stabilizer processing module; a saturation limited forecasting module; a dynamic activity-level icon module; and an alarm filter module;

15   one or more databases in communication with one or more processing modules for storing processed data received from a selected processing module; and

a presentation server in communication with one or more of the databases for receiving items of data stored therein and presenting selected

20   items of data.

2. The system of claim 1 wherein the data capture server is in communication with a data source comprising one or more remote computer systems.

3. The system of claim 2 wherein the data capture server is adapted to receive

5 data from computer systems of consumers following an online e-commerce transaction.

4. The system of claim 1 wherein at least three of said processing modules are selected.

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5. The system of claim 1 wherein four of the processing modules are selected.

6. The system of claim 1 wherein all five of the processing modules are selected.

15 7. The system of claim 3 wherein at least three of said processing modules are selected.

8. A system for data collection, evaluation, information generation, and/or presentation comprising:

20 a data capture server capable of receiving data from a data source over a computer network, the data source providing data related to a transaction between buyers and sellers;

one or more databases for receiving data from the data capture server;

a plurality of processing modules in communication with each other and/or

one or more of the databases, each processing module performing

a predefined operation on data stored in a database or received

5   from a processing module, at least two processing modules being

selected from the group consisting of: a statistical analysis

processing module; a data stabilizer processing module; a

saturation limited forecasting module; a dynamic activity-level icon

module; and an alarm filter module;

10   one or more databases in communication with one or more processing

modules for storing processed data received from a selected

processing module; and

a presentation server in communication with one or more of the databases

for receiving items of data stored therein and presenting selected

15   items of data as data or information, data on the presentation

server being accessible to remote computer systems via a network.

9. The system of claim 8 wherein the network over which the data source and

data capture server communicate is the Internet.

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10. The system of claim 9 wherein the presentation server is accessible by

remote computer systems via the Internet.

11. The system of claim 9 further comprising a survey server that serves a survey questionnaire to a remote computer system comprising a data source so that a user of a remote computer system comprising the data source can

5   complete the survey questionnaire, a completed survey questionnaire containing data supplied by the user being returnable to the data capture server over the Internet.

12. The system of claim 11 wherein the remote computer systems comprise a

10   plurality of consumer computer systems and the completed survey questionnaire contains data about an online transaction between the consumer and a merchant.

13. The system of claim 10 wherein the remote computer systems comprise one

15   or more merchant computer systems.

14. The system of claim 10 wherein the remote computer systems comprise a plurality of consumer computer systems.

20   15. The system of claim 10 wherein the presentation server is accessible by a plurality of merchant and consumer computer systems.

16. The system of claim 10 wherein the presentation server serves data comprising ratings about online merchants, the ratings being based on data collected by the data capture server from consumer computer systems.

5   17. The system of claim 14 wherein at least three of the processing modules are. selected.

18. The system of claim 1 wherein one selected processing module comprises a statistical analysis processing module and one selected processing module

10 comprises an alarm filter module.

19. The system of claim 1 wherein one selected processing module comprises a statistical analysis processing module and one selected processing module comprises a dynamic activity-level icon module.

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20. The system of claim 1 wherein one selected processing module comprises a statistical analysis processing module and one selected processing module comprises a saturation limit forecasting module.

20 21. The system of claim 15 wherein one selected processing module comprises a statistical analysis processing module and one selected processing module comprises a data stabilizer module.

22. The system of claim 15 wherein one selected processing module comprises a statistical analysis processing module and one selected processing module comprises an alarm filter module.

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23. The system of claim 15 wherein one selected processing module comprises a statistical analysis processing module and one selected processing module comprises a dynamic activity-level icon module.

10   24. The system of claim 15 wherein one selected processing module comprises a statistical analysis processing module and one selected processing module comprises a saturation limit forecasting module.

25. The system of claim 15 wherein one selected processing module comprises
15   a statistical analysis processing module and one selected processing module comprises a data stabilizer module.

26. The system of claim 22 further comprising a data stabilizer processing module.

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27. The system of claim 23 further comprising an alarm filter processing module.

28. The system of claim 24 further comprising a data stabilizer processing

module.

30. The system of claim 27 further comprising a data stabilizer processing

5   module.

31.   The system of claim 26 further comprising a dynamic activity-level icon

processing module.

10   32.   The system of claim 11 wherein the presentation server includes the

survey server.

33.   The system of claim 11 wherein the data capture server includes the

survey server.

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34.   The system of claim 11 wherein a single server includes the data capture

server, the presentation server and the survey server.

35.   A presentation server for serving web pages to a plurality of remote

20   computer systems over a network; the web pages including ratings information

for one or more merchants; the ratings information being derived from data

captured from buyer computer systems and processed by a data stabilizer processing module.

36.   The presentation server of claim 34 wherein a web page further includes a

5   link to the website of a rated merchant.

37.   The presentation server of claim 35 wherein the web page further includes a dynamic activity-level icon for showing the level of a predetermined activity at a rated merchant website.

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38.   The presentation server of claim 36 wherein the web page further includes information about incentive programs offered to a user of a remote computer system.

15   39.   A presentation server for serving web pages via a network to a plurality of remote computer systems; one or more web pages including a dynamic activity-level icon for indicating a level of a predetermined activity at one or more predetermined websites.

20   40.   A web page of claim 39 including at least two dynamic activity-level icons, each being for competitive merchants and the web page is accessible by remote computer systems of consumers.

41.   The presentation server of claim 39 wherein the network comprises the

Internet.

5   42.   The web page of claim 40 wherein the web page further includes a

reference dynamic activity-level icon.

43.   The presentation server of claim 40 wherein one or more dynamic activity-

level icons on a web page are each associated with a link to a corresponding

10   merchant website.

44.   The presentation server of claim 43 wherein the ratings for a merchant are

also associated with the dynamic activity-level icon and the link to the merchant

website.

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45.   A web page of claim 39 that includes at least two dynamic activity-level

icons, one indicating the level of a predefined activity for a merchant website, the

other being a reference icon for indicating a predetermined level of the

predefined activity, the web page being accessible by a consumer remote

20   computer system.

46. A presentation server for serving web pages via a network to a plurality of remote computer systems; one or more web pages including a dynamic activity-level icon for indicating a level of a predetermined activity for one or more products being sold by one or more merchants over a computer network.

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47. The presentation server of claim 46 wherein the presentation server makes the web pages accessible to consumer computer systems via a network comprising the Internet.

10 48. A presentation server that includes and serves a dynamic activity-level applet via a network to a plurality of remote computer systems, the applet enabling a remote computer system to access a data source that communicates data representative of a predefined activity level, the applet implementing a dynamic activity-level icon on a display of the remote computer system based on 15 and responsive to the data communicated to it.

49. The presentation server of claim 48 wherein the presentation server serves the applet to remote computer systems comprising consumer computer systems.

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50. The presentation server of claim 49 wherein the network comprises the Internet.

51. A method for data collection, evaluation, information generation, and/or presentation comprising:

capturing data from a data source in a data capture server;

5   transferring data from the data capture server to one or more databases

for receiving data;

transferring data from the one or more databases to one or more

processing modules, each processing module capable of

performing a predefined operation on transferred data, at least two

10   processing modules being selected from the group consisting of: a

statistical analysis processing module; a data stabilizer processing

module; a saturation limited forecasting module; a dynamic activity-

level icon module; and an alarm filter module, the processing

module outputting processed data or information;

15   presenting selected items of processed data or information via a

presentation server.

52. The method of claim 51 wherein the data is transferred to the data capture

server by one or more remote computer systems via a network.

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53. The method of claim 51 wherein the captured data relates to e-commerce

transactions.

54. The method of claim 52 wherein the online transactions are consumer-merchant transactions.

5   55. The method of claim 52 wherein the online transactions are business to business transactions.

56. The method of claim 52 wherein the data is transferred to the data capture server via consumer computer systems.

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57. The method of claim 51 wherein at least three of said processing modules are selected.

58. The method of claim 51 wherein four of the processing modules are

15 selected.

59. The method of claim 51 wherein all five of the processing modules are selected.

20 60. The method of claim 54 wherein at least three of said processing modules are selected.

61. The method of claim 54 wherein the network comprises the Internet.

62. The method of claim 54 further comprising providing a survey server that serves a survey questionnaire to one or more remote computer systems

5 comprising data sources so that a user of a remote computer system comprising the data source can complete the survey questionnaire, a completed survey questionnaire containing data supplied by the user being returnable to the data capture server over the Internet.

10 63. The method of claim 62 wherein the one or more remote computer systems comprise a plurality of consumer computer systems and the completed survey questionnaire contains data about an online transaction between the consumer and a merchant.

15 64. The method of claim 54 wherein the remote computer systems comprise one or more merchant computer systems.

65. The method of claim 51 wherein the presentation server is accessible by a plurality of merchant computer systems.

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66. The method of claim 51 wherein the presentation server is accessible by a plurality of consumer computer systems.

67. The method of claim 66 wherein the presentation server serves data comprising ratings about online merchants.

5   68.   The method of claim 67 wherein the ratings are derived from data collected by the data capture server from consumer computer systems.

69.   A method comprising deriving ratings for one or more merchants using a data stabilizer, and serving web pages to a plurality of remote networked

10   computer systems, the web pages including the derived ratings information for one or more merchants.

70.   The method of claim 69 wherein the served web pages further includes a link to the website of a rated merchant.

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71.   The method of claim 70 wherein the web page further includes a dynamic activity-level icon for showing the level of a predetermined activity at a rated merchant website.

20   72.   The method of claim 70 wherein the web page further includes information about incentive programs offered to a user.

73. A method comprising associating one or more dynamic activity-level icons for indicating a level of a predetermined activity at one or more predetermined websites with one or more web pages, and serving the one or more web pages via a network to a plurality of remote computer systems.

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74. The method of claim 73 wherein a web page includes at least two dynamic activity-level icons, each being for competitive merchants and the web page is accessible by remote computer systems of consumers.

10   75. The method of claim 74 wherein the network comprises the Internet.

76. The method of claim 74 wherein the web page further includes a reference dynamic activity-level icon.

15   77. The method of claim 74 wherein one or more dynamic activity-level icons on a web page are each associated with a link to a corresponding merchant website.

78. The method of claim 77 wherein the ratings for a merchant are also

20   associated with the dynamic activity-level icon and the link to the merchant website.

79.   The method of claim 73 wherein a web page includes at least two dynamic

activity-level icons, one indicating the level of a predefined activity for a merchant

website, the other being a reference icon for indicating a predetermined level of

the predefined activity, the web page being accessible by a consumer remote

5   computer system.

80.   A method comprising serving web pages via a network comprising the

Internet to a plurality of remote consumer computer systems; one or more web

pages including a dynamic activity-level icon for indicating a level of a

10   predetermined activity for one or more products being sold by one or more

merchants over a computer network.

81.   The method of claim 80 wherein a web page includes at least two dynamic

activity-level icons, each being for competitive merchants and the web page is

15   accessible by remote computer systems of consumers.

82.   The method of claim 81 wherein the dynamic activity-level icons relate to

relative buying activity at the merchant websites.

20   83.   A method comprising serving a dynamic activity-level applet via a network

to a plurality of remote computer systems, the applet enabling a remote computer

system to access a data source that communicates data representative of a

predefined activity level, the applet implementing one or more dynamic activity-level icons on a display of the remote computer system based on and responsive to the data communicated to it.

5   84.   The method of claim 83 wherein the presentation server serves the applet to remote computer systems comprising consumer computer systems.

85. The method of claim 84 further comprising communicating data to a consumer computer system with the applet for input into the applet, the applet
10   implementing the dynamic activity-level icon in accordance to the input data.

86.   The method of claim 85 wherein the communicated data relates to activities at one or more merchant websites.

15   87. The method of claim 85 wherein the communicated data relates to relative buying activities at competitive merchant websites.

88.   The method of claim 85 wherein the communicated data relates to activity levels for one or more of a product, product-type, and product category.

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89.   A presentation server that includes web pages containing data or information that has been derived from at least two processing modules selected

from the group consisting of a statistical analysis processing module; a data stabilizer processing module; a saturation limited forecasting module; a dynamic activity-level icon module; and an alarm filter module, the web pages being accessible to a plurality of remote merchant systems over a computer network.

5   90.   A presentation server that includes web pages containing data or information that has been derived from at least two processing modules selected from the group consisting of a statistical analysis processing module; a data stabilizer processing module; a saturation limited forecasting module; a dynamic

10   activity-level icon module; and an alarm filter module, the web pages being accessible to a plurality of remote consumer computer systems over a computer network.

       91.   The presentation server of claim 89 wherein the network comprises the

15   Internet.

       92.   The presentation server of claim 90 wherein the network comprises the Internet.

20   93.   The presentation server of claim 91 wherein the web pages include evaluation information about merchant performance, the information being derived from data processed by a selected processing module.

94. The presentation server of claim 92 wherein the web pages include ratings of merchant websites, the ratings being derived from data processed by a selected processing module.

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95. The presentation of claim 90 wherein the web pages include ratings information for one or more products; the ratings information being derived from data captured from remote computer systems.

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